

JPRS-UCG-84-017

3 August 1984

USSR Report

CONSUMER GOODS AND DOMESTIC TRADE



FOREIGN BROADCAST INFORMATION SERVICE

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

TRADE MINISTRY DOMESTIC TRADE FAIR SCHEDULES 1984-1985

Moscow KOMMERCHESKIY VESTNIK in Russian No 9, May 84 p 7

[USSR Ministry of Trade and Central Council of USSR Consumer Societies: "On the Organization and Holding of Interrepublic Fairs for Wholesale of Textile Items, Clothing, Shoes, Cultural-Consumer Goods, Household Goods, Haberdashery and Cosmetics, Jewelry and Food Industry Goods in 1985 and of Surplus Goods"]

[Text] Interrepublic fairs for wholesale sales in 1985 of textile items, clothing, shoes, cultural-consumer goods, household goods, haberdashery, cosmetics, jewelry and food industry commodities and other goods within the periods stipulated in the schedule must be organized and held in 1984. The list of industrial and commercial enterprises and associations which will participate in the interrepublic fairs must be drawn up with the participation of the ministries of trade of union republics and the republic consumer unions, together with all-union and union-republic USSR industrial ministries and departments.

Prior to the fairs the ministries of trade of union republics must draw up plans for 1985 interrepublic commodity deliveries other than fabrics.

The results of the fairs will make it possible to refine the need for textiles, clothing, shoes, cultural-consumer items, household goods, haberdashery, cosmetics, jewelry and food industry goods for 1985, to be submitted to the USSR Gosplan and the industrial ministries.

The purchasing of fabrics, artificial woven and unwoven furs to be purchased by the clothing industry enterprises (financed out of the industrial processing fund) in all union republics must take place at interrepublic fairs for the wholesale trade in textile commodities within the limits established by the USSR Gosplan and, for the other areas, within amounts stipulated by the plan for the sale and purchase of textile commodities.

Fair Committee Chairmen

S. Ye. Sarukhanov, USSR deputy minister of trade, interrepublic fair for wholesale trade in textile goods, clothing and shoes;

I. L. Davydova, USSR deputy minister of trade, interrepublic fair for wholesale trade in cultural-consumer goods, household goods, haberdashery, cosmetics and jewelry;

S. D. Aleshin, USSR deputy minister of trade, interrepublic fair for wholesale trade in food industry goods.

Fair Directors

K. I. Sonchik, deputy chief of the Main Textile, Clothing and Shoe Trade Administration, interrepublic fair for wholesale trade in textiles;

A. F. Smirnov, deputy chief of the Main Textile, Clothing and Shoe Trade Administration, interrepublic fair for wholesale clothing trade;

K. A. Karanyan, deputy chief of the Main Cultural Consumer Trade Administration, interrepublic fair for wholesale trade in shoes;

P. K. Kapitonov, deputy chief of the Main Cultural Consumer Trade Administration, interrepublic fair for wholesale trade in cultural-household goods;

V. S. Gudin, deputy chief of the Main Cultural Consumer Trade Administration, interrepublic fair for wholesale trade in household goods;

N. A. Kaftannikov, deputy chief of the Main Cultural Consumer Trade Administration, interrepublic fair for wholesale trade in haberdashery and cosmetics and jewelry sale fair;

V. L. Mikhalev, deputy chief of the Main Food Industry Trade Administration, interrepublic fair for the wholesale trade in food industry goods.

Schedule for Wholesale Interrepublic Fairs for 1985

<u>Interrepublic Wholesale Fairs</u>	<u>Time (1984)</u>	<u>Number of Days</u>	<u>Place (Moscow)</u>
Cultural-consumer goods	17-29 May	13	Sports Palace
Shoes	4-12 June	9	Small Sports Arena
Surplus goods	15-19 June	5	" " "
Food industry	22-29 June	8	" " "
Textiles	4-26 July	23	Sports Palace/Small Sports Arena
Household goods	1-14 August	14	" " "
Haberdashery and cosmetics	18-30 August	13	" " "
Clothing	4-14 September	11	" " "
Jewelry	11-22 June	12	Central House of the Soviet Army (Kommuna Square)

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

PRODUCTION PLANNING OF FOOTWEAR IN UZBEKISTAN CRITICIZED

Tashkent EKONOMIKA I ZHIZN' in Russian No 2, Feb 84 pp 66-69

[Article by B. Babadzhanov, director of the republican Uzobuy'torg Wholesale Office of the UzSSR Ministry of Trade: "Footwear Paradoxes"]

[Text] Every year in Uzbekistan more than 30 million pairs of footwear are produced. However, every other shopper leaves the store empty-handed.

Wherein lie the causes of such a paradoxical situation? In order to answer this question in some measure, let's look in for starters at the republican wholesale fair.

It is here that the footwear enterprises of Uzbekistan present models of different types of footwear, which, with regard to assortment, quality, external appearance, and finish, do not take a back seat to the best world standards. But we, the representatives of trade, in looking over this enormous collection (as many as a thousand models)--dressy and everyday, men's, women's, children's, leather, textile, and combination footwear--are not at all convinced that tomorrow we will be able to offer these models to those persons who come into our stores.

Numerous conflicting situations have already been created at the fair itself, since the footwear enterprises have quit turning out certain types of footwear because of insufficient capacities, shortages of personnel, raw materials, etc. As so, based on the results of the republican wholesale fair, the trade orders are satisfied by only 70--80 percent, and the trade organizations are compelled to substitute many types of footwear just in order to somehow satisfy the consumer demand.

However, that is not all. Wholesale footwear sales at such fairs are conducted on practically a guesswork basis: because, of course, the purchasing of the necessary raw materials for the footwear factories takes place 2--3 months later at the inter-republican wholesale fair. And often the materials from which the footwear already ordered at the republican fair must be produced turns out to be impossible to buy. As a result, adjustments are made again with regard to certain types of purchased footwear; such adjustments are sometimes considerable and, as a rule, they are to the detriment of consumer demand.

And, as a result, the following picture emerges: at the fair approximately 600 models are registered, but only 430--450 are supplied to trade. In 1982 the republic's were short in their deliveries of items from the agreed-upon assortment by an amount worth as much as 12 million rubles, that is, the population received 500,000 pairs of footwear less than they should have, even though, on the other hand, the delivery plan was over-fulfilled by the enterprises of this republic's Ministry of Light Industry by an amount worth 6,926,000 rubles.

Nor can we fail to mention the fact that the models which are exhibited at the fair are often sharply different from the copies which are sent by the factories to the wholesale centers, and, in turn, the mass-produced footwear is frequently different (and worse) than these copies.

By the way, let me note that the footwear factories grossly violate the procedure for sending copies to the trade centers and the major trade enterprises, delivering only 60--70 percent of their total amount. But, of course, it is precisely because of these models that the trade organizations have the sole opportunity to compare an item with its standard and to assign grades to the footwear which has been received.

This is all the more important in that the question of the quality of the footwear being produced by this republic's enterprises is still quite an acute one. Out of 5.3 million pairs of footwear selectively checked out by the wholesale centers of Uzobuv'torg, 10.8 percent were assigned to a lower grade. Every two pairs out of ten produced by the Namangan Footwear Factory were completely rejected, as was every tenth pair bearing the trade-mark of the Samarkand, Andizhan, Fergana, Chirchik, and two Tashkent Shoe Factories.... Because of discrepancies with the models previously sent, the Uzobuv'torg centers returned 13,600 pairs of footwear to the factories, and because of violations of labeling and packaging--another 68,300 pairs....

It is our opinion that one could, without exaggeration, designate as unsatisfactory the work of the OTK [Division of Technical Control] of the footwear enterprises. Suffice it to cite merely one fact: of the footwear which has just passed through the factory OTK's, the commodity-specialist-graders of the Uzobuv'torg centers working in those very same factories have immediately rejected and sent back more than half a million pairs. OBVIOUSLY WE SHOULD GIVE SOME THOUGHT TO TRANSFERRING THE OTK's TO THE JURISDICTION OF THE UzSSR GOSSTANDART.

The republic's footwear factories have accumulated a large amount of rejected footwear; it has been stored for months in warehouses, been subjected to deformation, and has lost its external appearance. It is necessary to take urgent measures to discount these items; the industrial enterprises should do so and sell them to people through the cut-rate stores. IN THE FUTURE IT WOULD BE FEASIBLE TO CHARGE THE FULL AMOUNT OF THE DISCOUNT FOR POOR-QUALITY FOOTWEAR TO THE ACCOUNT OF THE PRODUCTION ENTERPRISES WHICH HAVE ALLOWED THEM.

The existing system of planning and providing material incentives is not yet sufficiently aimed at causing groups at the industrial enterprises to produce footwear meeting the requirements of the population. Often what are produced

are those types of footwear which are more profitable for the enterprise or those for whose manufacture there are raw and other materials--all this, as a rule, flying in the face of the agreed-upon specifications and demand of the consuming public.

It is economically advantageous for footwear enterprises to produce an assortment which has already taken form--because replacing it with new items entails additional outlays of funds and efforts, re-tooling equipment, acquiring additional materials, raw materials, etc.

Let's bear in mind that the republic's footwear factories bring many fine, new items to the republican fairs; the renewal of the assortment amounts to as much as 80 percent, and at the industrial-arts councils many types are awarded a meritorious Badge of Quality, Index N (new item)--for which the factories receive a markup. This, as they say, is one side of the coin. Now let's drop into any store where footwear items are sold--there is no trace left of the models which have been presented at the fairs with Badges of Quality, Index N. The shopper is, quite justifiably, indignant--there is a great deal of footwear but nothing worth buying.

In 1983 trade orders failed to be satisfied by 300,000 pairs of footwear. Nor will the situation be better in 1984: it is already well-known that orders from trade will fall short by an amount of 1.5 million pairs, worth 44.8 million rubles, including a shortage to be received by us of 2.2 million pairs of children's footwear--worth 14.5 million rubles.

I would like to dwell in somewhat more detail on this last circumstance. As is known, a significant portion of this republic's population have not yet reached 18 years of age, and half of them are pre-school children. The demand of this republic's population for children's footwear--taking into account production within Uzbekistan, shipments from other republics, and import deliveries--is being satisfied by only 70 percent, i.e., trade is short in supplying the population with children's footwear in the necessary assortment by a total amount of more than 1 million rubles. The rational norm for the consumption of children's footwear is 3.5 pairs, whereas this republic produces slightly more than 2 pairs.

And, at the same time, the industrial enterprises often fulfill and over-fulfill the plans established for them with regard to the sale of footwear items--and they are provided with material and moral incentives to do this. Moreover, too little account is taken of their gross violations of deliveries within the assortment, the production of poor-quality footwear, etc. Must we remind ourselves that the chief criterion for measuring the work results of the footwear industry should be the satisfaction of the population's consumer demand?

IT WOULD BE FEASIBLE TO ENCOURAGE FACTORIES TO PRODUCE ITEMS ONLY WHEN THERE IS A WRITTEN OPINION OF THE REPUBLICAN UZOBUV'TORG OFFICE. THIS WOULD FACILITATE FURTHER STRENGTHENING OF THE ROLE PLAYED BY THE PRINCIPAL DOCUMENT WHICH DETERMINES THE RIGHTS AND OBLIGATIONS OF THE INDUSTRIAL ENTERPRISES AND TRADE WITH RESPECT TO THE DELIVERY OF PRODUCTS--THE CONTRACT.

The following retort could be made to me: at industrial enterprises a procedure has been introduced for accounting and evaluating the performance of tasks with regard to the product deliveries, as well as such an indicator as "product sales volume in wholesale prices of the enterprises, adopted in the plan, taking into consideration the fulfillment of obligations with respect to delivery." The provision of material incentives for the managers, engineers, and technicians ought to occur as a dependent variable of the performance of this indicator. But in practice this has changed hardly at all. Even today one out of every four footwear enterprises in the country does not fulfill its assigned tasks with regard to the delivery of items throughout the entire order products list; and in Uzbekistan such a situation has taken shape at all footwear enterprises.

One of the possibilities for correcting this situation has been prompted by the operational experience of the Orshansk Experimental Factory, which produces outerwear for children. The garment workers proposed to their trading partners that the following point be inserted into the text of their contract: "In case 30 or more percent of the items of any given model are not sold within a time-period of 8 months, the store has the right to return them to the factory. The factory is obliged to effectively replace such a product. All the expenses with regard to exchange and subsequent sales of the returned items are imposed upon the factory." However, this is not all. The Orshansk workers proposed the following variant to trade: so that an item may effectively find its purchaser (demanding, and, at times, even capricious!), at the time of the wholesale markets contracts should be concluded not for specific models but merely for a specific amount of deliveries. So to speak, you will purchase items, for example, worth 100,000 rubles, but what kinds of models we will sew for that amount--that's already our business. The garment makers themselves regulate what models will be most in fashion this season, what can be produced from that requested by the consumers--proceeding from the factory's capacities, as well as the quality and quantity of the raw materials. And although such a variant is risky for trade, the partners of the garment makers agreed to the risk--after all, all losses would be assigned to the accounts of the industry people! However, the experiment did prove that such a system of cooperation between production workers and trade workers is extremely profitable and has good prospects for the future.

It is my opinion that THE INTRODUCTION OF THE ORSHANSK EXPERIMENT INTO THE SYSTEM OF THE REPUBLIC'S MINISTRY OF LIGHT INDUSTRY, IN PARTICULAR, AT THE FOOTWEAR FACTORIES, COULD CHANGE THE EXISTING SITUATION FOR THE BETTER.

Penalty fines for violating the conditions of contract agreements comprise one of the important levers used by trade to exert an economic influence on industrial enterprises. In fact, however, even this has not yielded tangible results: the amount of poor-quality footwear is growing, and the assortment is being violated--so the sum-totals of the fines being imposed are increasing accordingly. It would be naive to think that this would hurt the pocketbook of the enterprise alone. This is a blow against the state pocketbook, since sums of money are transient things, but poor-quality items remain poor quality, ballast which nobody needs.

Nor, in my opinion, does trade, on its own part, always take the demands of the population fully into account. At this point I would like to dwell on the mechanism for drawing up the orders of the trade organizations for the production of footwear during the current year. Usually the trade organizations, the ORS's [Departments of Workers' Supply], and the inter-rayon centers draw up orders for the necessary footwear in a well-developed assortment, whereas the trade administrations of the oblispolkoms, the Kara-Kalpak ASSR, and the oblast consumer unions summarize their requisitions and present them to the Uzobuv'torg Centers. From here the requisitions proceed to the republican wholesale office, and then to the republican Ministry of Light Industry, the USSR Ministry of Trade and the UzSSR Ministry of Trade, becoming, to a certain extent, the basis for the footwear industry to work out its production plan for the coming year. But the requisitions are drawn up in the localities with discrepancies from the real needs of the population--without a profound analysis of the remnants, the status of sales, without relying on a study of consumer demand and business conditions, without taking into account climatic, national, or demographic characteristics. As a result, the Uzobuv'torg office and centers must introduce numerous adjustments throughout all the orders presented. However, it is practically impossible for us to follow up on everything.

There are still quite frequent instances of refusals by inter-rayon centers and trade organizations to purchase assortments of footwear items which they ordered at republican fairs.

It also happens that well-manufactured footwear loses its commercial appearance because of improper storage at centers and in the auxiliary areas of stores.

And there is still another question which pertains to the inter-action between trade and production. Very often during the course of a year this connection begins to "operate" in reverse order--at the beginning of the year telegrams fly from the inter-rayon trade centers of the consumer cooperative to the factories with requests to deliver certain items for the third or fourth quarters. But, of course, by the existing statute the trade organizations are obligated to accept the year-round production of footwear (tarpaulin boots, insulated boots and half-boots, insulated shoes, sandals, etc.), as well as out of season, to accumulate goods in the warehouses of the centers for sale at the onset of the season. In order to stimulate seasonal storage, the Gosbank organs grant credits in the localities. In practice, it happens that at the beginning of the year the inter-rayon centers ask for a temporary halt to deliveries, but then, during the second half of the year, they demand that the shipment of items be speeded up, without taking into account the possibilities of the factories, railroad or truck transport, etc. As a result, the consumer cooperative stores frequently have interruptions with many types of footwear. They still arise and here's why. According to the adopted statute, wholesale trade should deliver to the stores during the first ten-day period of each month 25 percent of the products obtained, during the second ten-day period--35 percent, and during the third--40 percent. Actually, the republic's footwear factories deliver products in approximately the following manner: in the first ten-day period we receive 15 percent of the footwear, in the second--around 20 percent, and then during the last ten-day period we are literally inundated with footwear.

The 26th CPSU Congress directed the attention of workers in industry and trade to raise the requirements for consumer goods. "Meeting the standards of the best world and domestic models--we cannot and should not settle for anything less," it was declared at a forum of the country's Communists. "We must inculcate in ourselves the idea that this has to be achieved, that we must abandon everything which has become outmoded and backward, that which has been 'discounted' by life itself." Today the strivings of both industry and trade must be subordinated to this task. And we must solve it jointly.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

LIGHT INDUSTRY CUTS RAW MATERIALS WASTE, IMPROVES OUTPUT

Light Industry Minister Interview

Moscow SOTSIALISTICHESKAYA INDUSTRIYA in Russian 15 Apr 84 p 1

[Interview with N. Tarasov, USSR minister of light industry, by correspondent I. Leshchevskiy, date and place not specified]

[Text] The collective of the "Podmoskov'ye" woolen fabric production association has taken up a great cause. The textile workers have decided to save enough raw materials in a year to accommodate an entire day's work. Our newspaper told of this on 18 December in a collective letter to the editors, entitled: "One Day per Year, On Materials Saved." The initiative of the textile workers was taken up by a number of enterprises in light industry, and subsequently in certain other branches. Not long ago the staff of Minlegprom [Ministry of Light Industry], USSR, and the presidium of the central committee of the trade union for workers in the textile and light industries held a joint session in which they approved the initiative of the outstanding collectives which took on the obligation of working one, two and more days on the materials which they had saved.

What is the significance of this undertaking? What must be done, and how should it be done, in order for this undertaking to be adopted by all the collectives?

N. Tarasov, minister of light industry, USSR, responds to the questions of our correspondent, I. Leshchevskiy:

[Question] Nikolay Nikiforovich, you've been working in light industry for nearly a half-century, and no doubt you cannot recall a time when there was such an acute problem with raw materials in the branch. How can this be explained?

[Answer] First and foremost, of course, by the enormous production volumes, and their rapid growth. In 1940, we manufactured, in round numbers, 3.3 billion square meters of all kinds of fabrics; in 1970, it was almost 9 billion; and in 1983, 11.4 billion. The production of cotton fabrics looks

this: 2,7 -- 6.1 -- 7.2; leather shoes in millions of pairs: 212 -- 679 -- 745. And I haven't said anything yet about knitted wear. Its output has expanded by nearly a factor of ten. The size of the population during this period grew as follows: 194 -- 242 -- 270 million.

It is not hard to calculate that the output of basic articles of light industry has increased significantly, not only in absolute figures, but also calculated on a per capita basis.

In order to satisfy today's demand, an enormous amount of raw material is required--and good raw material.

[Question] Do you want to say that it is not always good?

[Answer] That's just it. Specialists from the State Inspectorate for Quality of Textile, Leather, Furs and Pelts have conducted checks for example, during acceptance inspection of the raw cotton. It turned out that in the race for high rates, the cotton is sometimes harvested prematurely, and the bolls are only half opened. And it is harvested by machines in fields which were not ready for such harvesting. In recent years the proportion of raw cotton of the fourth grade has reached 20 per cent, and at certain cotton gins almost half the raw cotton received is of this grade. And in 1970 it amounted to only three per cent.

We, of course, are striving and will continue to strive for a situation in which the agricultural workers will give us better-quality raw materials. And it will unquestionably improve. But we cannot sit idly by until this comes to pass.

The ministry is devoting special attention to the development of the cotton ginning industry, and its material-technical base is being strengthened. In the years of the current five year plan, in Uzbekistan alone they have built, remodeled, or put into operation 30 cotton ginning plants. In all, more than 300 million rubles have been directed toward developing the cotton ginning industry.

I would like to stress that at the present time serious measures are being taken on a national scale to improve the quality of the cotton. Therefore, one must have a clear conception of the cost of each bale of cotton, and other raw materials as well. Then the initiative of the collectives which have begun this quest for economies, will appear in its true light. And the people will understand its value. In his speech at the first session of the USSR Supreme Soviet, the eleventh convocation, CPSU Central Committee General Secretary, Chairman of the Presidium of the USSR Supreme Soviet, Comrade K.U. Chernenko, spoke of the necessity for significantly increasing economic efficiency. And this efficiency to a large extent depends on the ability to properly deal with our material resources: to utilize in a businesslike manner the wealth which is entrusted to the people--this is the primary responsibility of each engineer, and each worker.

[Question] And how is this competition for thrift faring today?

[Answer] Leading the way are the collectives of the "Podmoskov'ye" association; the Chaykovskiy silk fabric combine; the Alma Ata cotton fabrics and garment manufacturing associations; the "Moskva" association in the capitol; the "Pervomayskaya Zarya" in Leningrad; and the leather goods association in Kursk. And they already have quite a lot of followers. In the branch as a whole, more than 1,500 collectives have adopted counter plans and socialist obligations for 1984 for increasing production volumes by virtue of savings in materials and labor resources. It is anticipated that almost 1,500 tons of cotton fibre, 8.5 million square meters of fabric, and 200 million square decimeters of leather goods will be conserved.

And this testifies to the fact that many workers, specialists and scientists have grasped how important it is to utilize raw materials economically.

Let's take the Alma Ata cotton combine. Waste products were not large here in the past either. One could, as they say, live with them. But the director, E. Golubkin, the engineers and innovative workers did not want to put up with such losses. They took a serious look at preparatory production. In part, they adapted the serial system for existing equipment; and in part they created new systems. As a result, last year they saved about 230 tons of fibres here, and almost 56 tons of yarn.

But at the same time we are still encountering instances of the most flagrant mismanagement. The RSFSR Minlegprom, for example, permitted 17,000 cattle hides to lay for nine years at the Saratov leather goods factory, which is headed by S. Konyukhov. Nine years! Is it any surprise that a significant part of them was spoiled? And, you see, people were walking by.

In Moldavia, factories of Minlegprom consumed 29 tons too much cotton fibre; in Georgia, the figure was 23 tons; in Latvia, 20 tons. And the overexpenditure at factories in Uzbekistan was 450 tons.

[Question] Workers at certain plants and factories complain that they have no warehouses. And they criticize the ministry for that, both the republic and the union.

[Answer] It is true that there are not enough warehousing facilities. At certain enterprises they are not furnished the required amount of starting materials: for example, at the Chelyabinsk textile weaving mill, and at the Novosibirsk cotton combine. At the very same time, inspections have indicated that at times the existing warehouses are not used for their intended purpose. This is what is taking place, in particular, at the Donetsk cotton association (E. Sobolev, director), and at the Ashkhabad cotton combine (R. Akhmedov, director). There the cotton is stored out in the open.

We have examined these questions at a board meeting. Measures are being taken--both for new warehouses to be put up more quickly, and for the existing ones to be utilized properly. Incidentally, follow-up inspections have shown that many collectives have made the proper conclusions from these discussions.

[Question] In conclusion, here are several lines from a letter from V. Kireyev, who resides in Penza Oblast: "Last October, I bought some black shoes in the city of Gorodishche. The shoes were made at the "Skorokhod" factory in Leningrad. I wore them several times, and the shoes lost their new appearance; the coloring started to blister and run, and stained my stockings. One shouldn't have to put up with such poor leather materials."

[Answer] The letter is a proper one. Frequently, high-quality raw materials are used to manufacture ugly, unfashionable clothing and shoes. A lot of work has been invested in them by workers at the preparatory stages of production. And one cannot help feeling exasperated, when we sometimes ruin this raw material.

I can state with authority that the ministry is paying more and more attention to the quality of the goods. Organizational measures have been worked out and implemented for certifying production, and for forecasting and organizing demand. The activity of the aesthetics commission is increasing, and the system for developing new articles and introducing them to production is being improved. And a certain degree of success has already been noted. Output of the highest category of quality goods increased in 1983 by almost one fourth in comparison to 1980. Manufacturing of especially fashionable articles, which are being sold according to contract prices, is growing. We are firmly maintaining our course: from quality raw materials, come quality goods.

Letter Sparks Incentive

Moscow SOTSIALISTICHESKAYA INDUSTRIYA in Russian 18 Dec 83 p 1

[Letter to the editors, from M. Kletnyy, deputy chief engineer at the "Podmoskov'ye" children's woolen goods production association; G. Ivanovskaya, weaver, holder of the Order of Lenin and the Labor Red Banner; and V. Kuznetsova, spinner, Honored Worker of the RSFSR Textile Industry: "One Day per Year, on Materials Saved"]

[Text] Economy, thrift, and a proprietorial approach to business... Today these habitual conceptions have acquired special significance, inasmuch as they are the basis and the foundation of the entire economic policy of our party. At the November (1982) CPSU Central Committee Plenum it was stressed that, "Economy, and an assiduous attitude toward the nation's goods--this is a question of the reality of our plans."

Have we grasped the entire significance of these words? After all, here it is a question not only of the statistics which figure in the quarterly and semiannual reports, or of the percentages of overfulfillment of planned tasks and growth of labor productivity. There is a great deal more behind these words--inculcating in every person a proprietorial attitude toward socialist property.

We are the owners of the richest reserves of natural and raw material resources. There are ample resources for producing the required volumes of machine tools, machinery, clothing and shoes. In other words, everything

that is necessary to live a full life in a state of many millions of people. But after all, natural resources, no matter how great they are, are not limitless. Of course, from time to time certain kinds of new types of raw materials appear; equipment becomes more sophisticated; and many technological processes are radically changed. But one cannot put one's trust in scientists and technicians alone. A great deal depends upon us, ourselves; on how wisely, skilfully and rationally we utilize any raw materials, or any kind of material with which we have dealings.

Our association produces woolen fabrics, intended for children's coats and suits. It is hardly necessary to state how important this production is. After all, each of us wants to see his child in comfortable and attractive clothing.

Every day our enterprise manufactures 54,000 linear meters of fabric. Into its manufacture goes 30.5 tons of yarn, which we process here, ourselves. And in order to produce such a volume of yarn, not less than 35 tons of raw material is required, to include 13,5 tons of virgin wool.

Just as in any other branch, we have strict standards for consumption of both the raw materials for extracting fibres, and also the fibre for producing fabrics. Thus, from one kilogram of the blend, which contains virgin wool, chemical fibres and usable wastes from our own production--in accordance with the established standards we must receive not less than 893 grams of yarn. But we receive 902 grams. It would seem that is a trifle--a difference of a mere 9 grams. But in the course of a single working day, these grams add up to a savings of tens of kilograms, and in a month's work at the six factories which belong to the association, this has already turned into tons.

But what, specifically, are we doing at our own enterprise for more economical consumption of raw material?

All the work on economizing on raw material resources is based principally on strict and precise adherence to each technological process.

Extensive utilization of various kinds of waste products has become a large reserve for savings--and not only from our own, but also from combed and knitted products. The initiator of this important matter was the General Director of the Association, Hero of Socialist Labor Nikolay Ivanovich Bokhanov. Every year, 2,300 tons of waste products are recycled in the association, including up to 300 tons of reprocessed wool from knitted wear trimmings, and up to 500 tons from the tailings of combed wool production.

We are devoting a great deal of attention to proper organization of accounting and bookkeeping of waste products of manufacturing. On each shift, the foremen in the shops turn over the waste products to the recycling department, where the receiving clerks accept them strictly by weight. The movement of the wastes to and from the warehouse, and also from shop to shop is strictly recorded on invoices. One copy is retained in the manufacturing area, and another is sent to the warehouse.

Today, we have become in actual fact a waste-free manufacturing association. All useable wastes suitable for spinning are reprocessed on special equipment made by the spinning machinery production department; and the remainder, which used to be thrown out on the trash heap, is sent to Pushkin factory number two, which is part of the association, where they reprocess it into construction felt. Every year we produce over 600 tons of this felt.

Also set up at the Pushkin factory is a special section with four knitting and stitching units, for obtaining stockinet from the unspun usable wastes, the annual output of which amounts to 2,000,000 linear meters. We furnish this stockinet to many garment manufacturing enterprises in Moscow, Vladimir, Yaroslavl', Kalinin and other oblasts of the country.

It would be no exaggeration to state that at our association, questions of rational utilization and economizing of raw material are of concern to everyone, from the general director to the ordinary worker.

As an example of an assiduous attitude toward raw material, we may cite the work of the team of A. Loktev, a weaver at the fine fabric factory "Proletarskaya Pobeda", which has already saved more than a ton of yarn since the beginning of the five year plan. In the same manner, the team of spinner and assistant foreman P. Pankratova, from the "Proletarskaya Pobeda" factory, has a businesslike and thrifty attitude toward raw material. Likewise, the team of winder A. Savina and the team of A. Mikheyev in the wet finishing shop of the fine fabric factory imeni A. Ruda.

Thanks to such rational utilization of raw material and production wastes, this year the textile workers of the association managed to save 31,2 tons of yarn and more than 81,000 linear meters of unbleached cloth. Inasmuch as our daily requirement for yarn amounts to 29 tons, and unbleached cloth, 51,000 linear meters, the collective of the association was able to accept an obligation to work on 31 December entirely from raw materials saved. On that day we shall produce more than 50,000 linear meters of woolen fabric, from which nearly 30,000 children's coats and suits can be made. And this is what comes of just one day's work on materials saved!

We have decided to accept just such an obligation for 1984. One would think that other enterprises also have similar reserves. Let us inaugurate a competition under the slogan: "Work One Day per Year on Materials Saved." First of all we call upon our colleagues to take part in this competition, the workers at textile and other enterprises of light industry. But, of course, we will be very happy if workers of other branches support us as well. After all, this is truly a common, national cause.

9006

CSO: 1827/268

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

PACKAGING PAPER IN SHORT SUPPLY

Moscow PRAVDA in Russian 22 Dec 83 p 3

[Article based on materials from people's control agencies]

[Text] The enterprises of the Ministry of Timber, Pulp and Paper, and Wood Processing Industry are not fulfilling their planned assignments for the production of paper for the packaging of foods. As a result of this, the delivery of packaged products to trade, especially those like sugar, cheese, macaroni, and candies has decreased by many thousands of tons in recent years. At the same time, the capacities at the branch's enterprises are not being utilized satisfactorily. The work loads on them this year comes to 65 percent for packaging paper and 82 percent for labeling paper. The directors of the All-Union "Soyuzbumprom" Association do not show the necessary responsibility with regard to orders from the agro-industrial complex; they do not allocate the necessary raw materials, correct production assignments in the direction of decreasing them, and have even permitted an illegal rise in prices for labeling and packaging paper.



Caption: "So now he wants packaging paper....Just open your pocket up wider!"

2959

CSO: 1827/198

CONSUMER GOODS PRODUCTION AND DISTRIBUTION

BRIEFS

STUDENTS CREATE BREAD MUSEUM--Rovno--This not entirely ordinary museum has been opened at the Verbskaya Boarding School which is in Rovno Oblast. It was created on the initiative of the teachers and pupils who, in fact, collected all of its exhibits. Everything here inspires one to a thrifty and respectful attitude toward bread. The teachers led by the school's director, Hero of Socialist Labor G. D. Nesterenko, and also the pupils have shown a great deal of initiative and imagination in creating the exhibit. To know the price of bread and to understand what it is in our life--this is what the museum exhibits teach. Visitors to the museum can get information on the course of the fulfillment of the Food Program, and on the contribution of the oblast's workers to accomplishing the tasks connected with it. Books containing stories about bread and aphorisms about it are also widely represented. You come out of the museum with a feeling of gratitude to our grain growers, bakers, and those who sell us bread every day. [By I. Myshalov, SOVETSKAYA TORGOVLYA correspondent, Rovno] [Text] [Moscow SOVETSKAYA TORGOVLYA 10 Mar 84 p 3] 2959

CSO: 1827/198

CONSUMER SECTOR POLICY AND ECONOMICS

RSFSR CONSUMER SERVICES MINISTER DUDENKOV ON SECTOR EXPERIMENT

Moscow SOVETSKAYA ROSSIYA in Russian 13 May 84 p 2

/Interview with Ivan Grigor'yevich Dudenkov, RSFSR minister for consumer services by SOVETSKAYA ROSSIYA correspondent Ivan Shilov: "Service on the Eve of Cost Accounting: RSFSR Consumer Services Minister I. G. Dudenkov discusses progress of preparations for the economic experiment"

/Text As has already been announced, the Presidium of the RSFSR Ministers' Soviet heard the report of the Consumer Services Ministry and Republic Gosplan administrators on the progress of preparations for implementing the economic experiment within the consumer services system. Our correspondent V. Shilov asked I. G. Dudenkov, Russian Federation consumer services minister, to comment on the results of the discussion that had taken place.

"One should probably first of all remind the readers of the essence of the problem," said the minister. "During the last 10-13 years the consumer services system for the Russian Federation population was developing at high speed, changing into a large industrial sector. Today there are 4,500 cost-accounting enterprises in the republic's Consumer Service Ministry. The network for servicing the population consists of 155,000 tailoring shops, personal service shops, and receiving centers. More than 900 services are listed by name. Daily, 18 to 20 million persons use our services in one way or another...."

/Question Yet with this, by no means everyone has a positive feeling about it. As letters to the editor attest, the number of complaints and criticisms directed at consumer services remains considerable. Last year SOVETSKAYA ROSSIYA received around 20,000 letters of this kind.

/Answer One must frankly admit that under the same social and economic conditions of people's lives, the consumer services system develops very disproportionately in different administrative regions: in some places the lag is 1.5 to 2 times the average level. I will state what in our opinion is the main reason for the majority of

flaws and troubles: the collectives of the consumer services enterprises do not have the necessary economic stake in fuller utilization of all possibilities for improving their work due to the rigid regulation of their production and financial affairs. The low initiative and lack of enterprise, and the poor level of service stem from this.

This means that in order to change the situation fundamentally, it is necessary to carry out planning, evaluation and economic incentives in the industry in line with its ultimate purposes. In other words, an economic mechanism must be created which will actively promote improvement in the levels of service to the public. It is with this aim a broad economic experiment has been drafted for the experiment in eight large administrative regions of the Russian Federation. The essence of it is that from now on a considerable portion of the resources received as a result of improved services will remain at the disposal of the consumer services enterprises and will be used at the collective's discretion. The possibility arises of extending and reconstructing production, and building housing and other projects with a social purpose. Of course, the better we do our work the greater will be the resources.

/Question/ As we all know, the experiment will begin in July. Only a month and a half remains until "start-up." At what stage is the preparation right now for the transition to the new operating conditions?

/Answer/ The progress of preparations for beginning the experiment has been repeatedly examined by the Ministry's Board at interdepartmental conferences. The industry's staff has conducted several discussions with responsible local employee participating and providing reports. Appropriate orders and regulations have been issued. The most laborious part of the preparation has been completed: the standard methodological documentation--the daily working tool--has been designed. These are a kind of "new rules of the game." They have been sent out to all enterprises participating in the experiment and to cooperating organizations. In order to help, eight composite brigades visit the oblasts and autonomous republics. Besides the representatives from the Consumer Services Ministry, they include employees of the Gosplan, Finance Ministry, RSFSR State Labor Commission /Goskomtrud/, and the industry's trade union Central Committee. The composite brigades with this composition will be assigned to the regions for the experiment's entire operating period.

/Question/ Ivan Grigor'yevich, do you not find the warning expressed at the RSFSR Council of Ministers timely, that the meetings, conferences, commissions, orders and instructions must not block active and specific organizational work? What often happens is it is a state of emergency at the ministerial offices, while at the executive work levels it is a dead calm. Will it happen that the local administrators, used to being constantly watched by Moscow commissions, will have lost to some degree the feeling of personal responsibility for the new pursuit and will unlearn how to act independently?

/Answer/ I suppose that the critical comments addressed to us are fully justified. They helped us look at the industry staff's activity as if from the outside. And one can see better from a distance, as is said. So we too saw that sometimes we call together a large conference not so much because of actual necessity but because this way is more convenient for the Ministry's machinery; we have called people away from their jobs, we have given directions to everyone at once, and "the issue can be considered closed." But the "question is closed" only according to the minutes: in actuality it remains open for many thousands of people! That is why we are determined to overcome decisively the inertia of conferences and to shift the entire operational center of gravity to the local level. The more so, because the situation in a number of regions, for example in the Ivanov and Kemarovo oblasts, worry us. You cannot get by here without a competent and energetic drive. But of course one cannot rely on a system of empowered commissioners; it is intolerable to transform assistance into a substitute for local administrators.

/Question/ As we know, the conditions of the experiment extend to 700 enterprises including 19,000 tailoring shops, personal service shops are receiving centers with a total number of 146,000 employees. It is very important for each of them to master the "new rules" thoroughly, and to understand clearly that the better the quality of his work, the higher will be his earnings and living conditions; and conversely, laziness, carelessness, irresponsibility, indifference to customers will all be tangibly disadvantageous, both materially and morally. What has been done so far in this regard?

/Answer/ First of all, broad educational and explanatory work has been done. Here we are helped very much by local party and soviet organs. I think we have succeeded in evoking interest concerning the experiment among the work collectives. The interest, evidently, is not always uncomplicated. People still have a lot of doubts, confusions and questions, which we shall have to clarify in the course of general economic education, but better yet in practical operations.

The procedures in Bashkiria are exactly right; there they are extending vigorously the brigade forms of organization and provide economic labor incentives, with unified job authorization payments and use of labor participation coefficients. In Saratov Oblast certification is being completed for foremen and workmen. Here several collectives will start working under the terms of the experiment already in May. Elements of the "new rules" are being introduced in Yaroslavl Oblast; this is well described in a recent SOVETSKAYA ROSSIYA issue.

However, at the local level too it is necessary to move more rapidly from discussions and lectures to the practical organization of the new set-up. Checking shows that in some production associations, there is no hurry to introduce specific measures, such as organizing auxiliary and convenience services or extending ways of prompt service.

Transfer of collectives and workers to contractual wage payments as well as on the basis of percentage of receipts should be speeded up. Students, retirees and housewives are not being enlisted very much. And it is totally unacceptable that in some consumer services administrations, on the very eve of the experiment, up to half the enterprises are not fulfilling the plans for providing consumer services, and up to 30 percent of the workers are not coping with standard quotas. The Ministry is making an effort to bring the lagging collectives out of their performance gap. We hope that local party, soviet and trade union organs will give us help in this.

/Question/ The economic experiment which we are discussing is not a concern of the Consumer Services Ministry alone. In fact a reform is being prepared for the entire services sphere. How would you evaluate today the role and interaction of the related participants?

/Answer/ Formally, all interadministration questions have been examined and mutual decisions have been made. But we are not always successful in accomplishing in practice what has been intended. At the base of the experiment is a standardized method for planning and for material and technical provisions. Now enterprise managers will not need to "make plans out of thin air." Stocks of materials have been allocated for every operation. As before it is still not simple to get them from State Supply /Gossnab/ organizations. Some of the supplier-managers assume that they will have to comply with balanced complete provisioning only starting with the first of July. One cannot agree with such a viewpoint. The start and finish boundaries are quite arbitrary in economics. The Presidium of the RSFSR Council of Ministers has obligated us even now to include within the experiment's conditions as many specific collectives and workers as possible, so that they can acquire more rapidly the appropriate skills for the new-style operations. This is a very correct approach. But it is necessary that our partners march in step with us.

Not everyone is in a hurry to correct their pace. Here is a situation: the managers of the Yaroslavl Oblast Consumer's Cooperative Union have readily agreed to provide us with some commodities in order for our customers at consumer service points to be able to obtain conveniently some items of daily demand. But then the oblast trade administration got stubborn, saying: "We will sell all our quality goods ourselves--why should we share our "receipts" with anyone?" So with the help of the oblast party committee and the oblast executive committee it was explained to the zealots of departmental traditions that it is not a matter of "receipt-sharing" but of furnishing additional amenities to the people we serve. There are similar instances in other oblasts too.

/Question/ Ivan Grigor'yevich, at a session of the Council of Ministers RSFSR Presidium representatives of the Bashkir ASSR and the Yaroslavl

Oblast related how local soviets are involving industrial enterprises, construction organizations, kolkhozes and sovkhoses in participation in the offer of services to the public. What are the prospects of effort in this direction?

/Answer/ This system for broadening the extent of services is not being used enough today. Right now only a few local soviets, overcoming the inertia of business-as-usual thinking, are setting targets for industrial and rural enterprises as to volume of services. But in the majority of regions this matter is at a standstill. Yet party and government directions on the said matter are wholly unambiguous: every enterprise, regardless of its industrial affiliation, must participate in consumer services for the population. And indeed, why should the plants not help their workers repair their apartments, build summer cottages, plow gardens--all this in an organized, not a semi-legal fashion? The experience of the Moscow Khromatron plant is very interesting: the enterprise itself offers a number of consumer services, and calls on our organizations at the same time. In the very near future such a system will be embodied in socio-economic development plans. So why wait for official instructions? It would be expedient to master the forms and methods for distributing services by volume and type right away.

Here I should like to inform SOVETSKAYA ROSSIYA readers that, on instruction from the Russian Federation government, we are working on extending the experiment's boundaries during ensuing months, applying it in a few more regions, including Moscow and Leningrad. In this sense, work towards the fundamental reconstruction of the consumer services system has only begun. Our task is to carry it on to the expected ultimate results.

/Question/ Will it happen that in some places the benefits offered by the "new rules" will be eagerly made use of, but without demonstrating needful concern for the actual customer?"

/Answer/ The volume of services rendered to and paid for by the public is becoming the chief evaluating criterion. But apprehensions that some economic planners will try to utilize the experiment primarily to profit their own collective are not unfounded. I am reminded of a meeting with V. A. Teterin, director of the Yaroslavl Radio and Television Repair Association. He is an experienced worker and a good organizer, in general a man respected in his sector. He had figured out exactly what material advantages his enterprise would receive. "And the customer" I asked. He faltered. It turned out that for this he had no clearcut program. I said, "Promptness of repair should be more widely promoted, so that the customer would get his television set back by the third day." "What for? We come out fine with a two-week

delay." "You come out fine, maybe, but I doubt that the customers do." And this kind of bureaucratic concept of tasks for the experiment is by no means a rare exception. This cannot fail to make us exercise a greater concern.

/Question/ At the meeting of the Council of Ministers Presidium it was urgently emphasized that such an administrative and control system must be developed that would enable the course of the experiment to be followed operationally and the development of its dynamics to be seen. How is this directive being carried out?

/Answer/ We are in the process of setting up an operational control group. Its job is to track quality changes in serving the public by means of operational "indicators." How is the list of services expanding? Are orders being completed faster? Is the number of complaints declining? We are getting ready to carry out broad sociological public opinion surveys. In other words, we are going to try to get the public to feel from the experiment's first stages that under the new conditions, consumer services will really work a lot better!"

/Question/ It would seem, Ivan Grigor'yevich, that you would find our readers' opinions on this matter to be of interest?"

/Answer/ Undoubtedly!

The editors invite readers in the Bashkir and Komi ASSR's, in Atlay Kray, in the Astrakhan, Ivanovs, Kemerovo, Saratov and Yaroslavl oblasts to take part in supervising the development of the economic experiment in the public consumer services system. We await your letters!

12577

CSO: 1827/243

CONSUMER SECTOR POLICY AND ECONOMICS

TRADE MINISTRY BOARD MEETING EXAMINES SECTOR SHORTCOMINGS

Moscow SOVETSKAYA TORGOVLYA in Russian 17 May 84 p 1

[Article: Improving Trade Organization, Sales"]

[Text] TASK FOR THE YEAR: to ensure retail trade turnover totaling 322.5 billion rubles. During the second quarter of the year, it is planned to sell merchandise worth 78.34 billion rubles.

An expanded Board meeting took place in the USSR Trade Ministry. Operating totals for the first quarter and sector problems were examined in the light of the April (1984) decisions of the CPSU Central Committee Plenum, the positions and conclusions expressed in his Plenum speech by Comrade K. U. Chernenko, General Secretary of the CPSU Central Committee, and the materials from USSR Supreme Soviet session. P. D. Kondrashov, first deputy Trade Ministry USSR, presented the report.

Also discussed was the question "On Measures for the Further Improvement of Commercial Service in Railroad Transport;" the report was given by V. G. Bychkov, USSR Deputy Trade Minister.

M. P. Trunov, board chairman of Tsentrosoyuz [General Union of Consumer Cooperatives], trade ministers for: RSFSR, V. P. Shamanskiy; Belorussian SSR, N. A. Makayed; Kazakh SSR, N. D. Tantsyura; Georgian SSR, M. M. Kadzhaya; Kirghiz SSR, A. N. Zheleznov; for Tajik SSR, O. K. Katayev; Armenian SSR, S. R. Safaryan; Turkmen SSR, Ye. G. Rybalov; and UkSSR First Deputy Trade Minister A. P. Mikhaylichenko took part in the discussion.

USSR Trade Minister G. I. Vashchenko spoke at the board meeting.

Speaker P. D. Kondrashov, in talking about the progress in carrying out planned tasks, noted that in April the growth rates of commodity turnover declined in a number of republics. This led to the situation that the four-month plan with supplementary quota was not fulfilled by the trade organizations of the Ukraine, Uzbekistan, Georgia, Azerbaijan, Moldavia, Kirghizia, Tajikistan and Turkmenistan.

Nevertheless possibilities for meeting the quotas did exist. Merchandise supplies during the first quarter exceeded the goods turnover quota by 800 million rubles. For sale to the population, goods were available in the amount of 1.3 billion rubles in excess of planned values, including 500 million rubles worth of livestock products and 400 million rubles worth of light industry products. Shipments of import goods were ahead of schedule by 400,000,000 rubles.

Where and what items had losses? Retail deliveries were 355 million rubles below plan for flour, groats, vegetable oil, margarine, confectionery, grape wines, fish products, canned fruit and vegetables, and a number of other food products.

Even though in the country as a whole production targets for fabrics, clothing and footwear were met, light industry in these fields ran short by more than 200,000,000 rubles in the RSFSR and the Kazakh, Uzbek, Georgian, Azerbaijan, Tajik, and Turkmen SSR's.

And, finally, merchandise stocks increased by 700 million rubles in excess of target by the second quarter. Analysis indicates that to a considerable degree products enjoying public demand have been set aside in these stocks.

Then on what should we be concentrating our efforts? What should become the primary object of organizational work?

First. We must succeed in obtaining from industry both a full volume of goods as well as variety and quality corresponding to the agreements concluded. To do this, the operation of commercial activity should be systematically improved, with direct control and management of commodity goods to assure they are fully utilized.

Second. The merchandise needs to be sold. For this it is necessary to change outdated forms of trade organization decisively, especially by supplying sufficient goods. Checks shows that the state of affairs both in commerce activity and in trade organization still does not correspond to the requisite demands.

A third of the year has already gone by. Yet according to the list of the Light Industry Ministry, almost 1.5 billion rubles worth of merchandise has not yet been distributed; two-thirds of these goods are from the RSFSR light industry. For 1984, the nation's industrial enterprises have assumed a socialist obligation to produce additional consumer goods worth a total of 2.1 billion rubles. This is a significant addition to our planned resources. The production of these goods must be put under special controls to ensure they are fully placed in commodity circulation.

The trade ministries of Belorussia, Uzbekistan, Kazakhstan, Georgia, Azerbaijan, Moldavia, Tajikistan and Turkmenia should pay particular attention to this; it is from there that voices are raised most often about the lack of goods to fulfill the trade turnover plan.

Currently the food and non-food goods resources are basically sufficient. However, as checks carried out in April have shown, in Krasnovodsk, Chirchik, Fergana, Aktyubinski, Kokchetav, Kzyl-Orda and a number of other cities, many shops did not have fresh-frozen fish, semolina, cookies, mineral water, or grape wine to sell. Vegetable oil, sugar, candy, soft drinks and other goods were sold periodically. It is very important to strengthen controls on deliveries of goods that are in low supply in commerce. For example, RSFSR local industry overfulfilled its planned production of decorative crystal wares by more than 500,000 rubles during the first quarter. At the same time production of glasses, goblets and other glass products for which there is demand fell short by 324,000 tubles. Mistakes in determining demand for commodities, and a casual attitude in accepting merchandise brands not ordered and of inappropriate quality results in a situation where a large quantity of unmarketable wares are set aside in storage. In the Georgian SSR, for instance, of 22 million rubles worth of knit outerwear above-norm inventory, more than 19 million rubles worth are unmarketable products.

It must be said that the republic ministries are not doing everything in order to make the work of wholesale organizations largely dependent on retail operation results. Merchandise is delivered to the stores predominantly by direct shipment, the proportion of which is over 60 percent even for such a mixed variety of goods as clothing, knitwear and leather footwear.

At the same time the opportunities for increasing merchandise turnover in the warehouses and thus improving delivery of goods to the retail trade are extremely poorly used. In the Ukraine, for instance, the ratio of warehouse merchandise turnover is 92 percent for non-essential consumer goods and 78 percent for household goods, while in RSFSR the corresponding figures are only 45 and 26 percent; in Kazakh SSR, 98 and 82 percent, and in Belorussia, 55 and 76 percent.

This year a seasonal sale of fall and winter merchandise was arranged for the first time. It met with popular approval. However, the sale results fluctuated significantly among the individual republics. In Latvia, for example, 50 percent of such goods were sold, while in Lithuania and Estonia, only 20 percent.

The times when goods sold themselves are ended. Now one must know how to sell merchandise. All organizational forms, methods, and means of trading together with improved standards in serving the public must be subject to the effort to increase the sale of goods. Yaroslavl has accumulated good experience in restructuring the trade processes.

Nevertheless, checks show that in many stores modern technological sales processes have not been mastered; the merchandise selection on the sales floors is arranged haphazardly, without consideration to demand and seasonal fluctuations; the customers waste a lot of time waiting at cashier counters especially at peak hours. Behind all this, indifference and irresponsibility are perceptible in people on whom the obligation has been placed to assure high standards of trade.

There are 185 department stores in the state trade systems currently. But they operate differently. The merchandise turnover per square meter of floor space calculated per year fluctuates from six to nine thousand rubles (in Smolensk, Ulyanovsk, Tbilisi) up to 18,000 to 26,000 rubles (in Sverdlovsk, Ufa, Tallinn, Vilnius and Vinnitsa). Experts consider that a more clear-cut merchandise specialization in department stores and an improved sales approach might provide additional commodity turnover of more than one billion rubles calculated annually.

Estimates indicate that upward of an additional 1 billion rubles a year can be obtained in commodity turnover by expanding sales of nonfood items of daily use in self-service department stores [universam] and in self-service food stores. These opportunities are inadequately utilized in numerous oblasts of the RSFSR, Ukraine and Kazakhstan, and also in the Central Asian and Transcaucasus Republics.

The question as to how opportunities are utilized for increasing commodity turnover by properly organizing self-service also should be thoroughly investigated. According to expert estimates, the possible potential here for increasing merchandise turnover using the same space and with the same goods that we have in abundance, may amount to three or four billion rubles. The mandatory goods selection list for these stores should be reexamined and considerably expanded.

An important business is the consignment trade in non-food merchandise. On the one hand, it does not require trade resources and produces a supplementary commodity turnover. On the other hand, in helping the consigner get rid of an unneeded item, it makes him into a potential purchaser of new wares. It has been computed that by way of a painless rearrangement of commercial floor-space for the consignment trade, in a relatively short time it would be possible to obtain more than one billion rubles in additional turnover.

There are reserves everywhere. Let's take the juice trade. This is far from being a penny ante question. Currently surplus juices in industry and trade amount to approximately 1.5 billion standard cans, worth almost half a billion rubles. We justly criticize the industry for the limited selection and its large-size packaging. But how is the retail trade in juices organized? One cannot buy them in every store. Juices are rarely sold in park-theaters, movie-houses, hotels and in public eating establishments.

The souvenir trade on air-carriers, in airports and railway stations is developing very slowly. There is a big potential for selling souvenirs on trains via the conductors. Experience in Leningrad has confirmed this. Attention must also be turned to the state of trade in many wares at the Soyuzpechat' [Main Administration for the Distribution of Publications] kiosks. Every possibility should be sought and utilized for increasing the sale of those goods of which we have a sufficiency.

In talking of measures for improving trade service in transport, the speaker and commentators noted the serious inadequacies in arrangements for feeding [train] passengers. Not infrequently dining-cars set forth unprepared for

service; they aren't supplied with nearly ready-to-serve prepared foods nor goods in small packages. They have inadequate supplies of inventory, dishes and table linens. The established system for supplementary provisioning of dining-cars along their route is not observed. There are numerous instances of infractions of trade regulations everywhere.

Comrade K. U. Chernenko, General Secretary of the CPSU Central Committee, at a meeting with employees of the Party Central Committee's staff, said: "It is important now to work in such a way that not only the fulfillment but the overfulfillment of assignments set for 1984 is assured. For this it is necessary to make use of every possibility in our national economy and to pull up lagging sectors promptly. Organization and discipline should be steadfastly improved." This also fully applies to all managers and employees in commerce, as was emphasized in reports and statements at the Trade Ministry's Board.

Decisions were adopted concerning the questions discussed.

N. I. Bochkov, First Deputy Chief, Trade and Consumer Services Section of the CPSU Central Committee, took part in the work of the Board.

12577

CSO: 1827/246

FOOD PROCESSING AND DISTRIBUTION

SUGAR PRODUCTION FIGURES FOR 1983, PLANS FOR 1984 REPORTED

Moscow SAKHARNAYA PROMYSHLENNOST' in Russian No 3, Mar 84 pp 3-5

[Excerpt] In 1983, the production capacity of sugar refining plants grew by almost 4,000 tons of beet processing per day. Sugar refining plants by this time have basically completed processing of the 1983 sugar-beet harvest. Its total purchases in the year past, while not reaching the level specified by the five-year plan, still were 22 percent greater than in 1982. This made it possible in the second half of 1983 to increase sugar production from beets by 1,166,000 tons compared to the corresponding period of 1982.

In the 1983 calendar year, the total output of granulated sugar from beets and raw sugar reached 12.4 million tons which is 3 percent more than in 1982; lump-sugar production was about 2.8 million tons. Furthermore, the share of its production in small packaged form was increased. All this satisfied the sugar requirements of the country's population and industry.

From the first months of the current year, many sugar refining plants have been engaged in the processing of raw sugar, while the remaining plants have started timely repair of equipment and structures.

Major tasks have been assigned to workers of the sugar industry for the fourth year of the 11th Five-Year Plan.

Sugar-beet purchases for 1984 have been set at an amount of 86.5 million tons, which is 14 percent greater than was procured last year.

The plan for 1984 provides for further increase of sugar production. More than 13.3 million tons of granulated sugar, or almost 8 percent more than in 1983, constitute the total to be produced from beets and raw sugar. At the same time annual production of beet sugar compared to last year should increase by 15 percent. In the second half of 1984, it is planned to process significantly more beets than were processed for the corresponding period of last year.

Collectives of the sugar industry's enterprises now face the important task of providing assistance to sugar-beet growing farms in securing a big harvest of sugar beet and improving its quality.

It is necessary for sugar refining plants and associations together with agro-industrial associations to provide timely delivery of beet seeds of regionalized varieties to every beet-growing farm, to carry out organized sowing and cultivation of this very important industrial crop in the best agrotechnical time period and to make sure that no less than 90,000-100,000 beet plantings are saved on each hectare during the thinning period.

Personnel of enterprises and associations of the sugar industry have the obligation to pay special attention to making ready beet receiving centers for the coming season, to make timely repairs of available equipment, to fulfill targets for the construction of platforms and mechanized storage facilities for the storage of beets with active ventilation, to put ventilation equipment in due order, to procure covering materials and agents for dealing with beet diseases and to train the necessary personnel. Questions of providing each plant with the raw material, unconditional fulfillment of the plan for purchases of it, preservation and processing of the raw material with maximum output of sugar--all these questions should be at the center of attention of managers, public organizations and the collective of every sugar refining plant.

In 1984, lump-sugar production is planned in an amount of up to 2.8 million tons, that is, at last year's level, but with increased production of lump sugar in small packaging, to which the collective of lump-sugar plants should pay special attention.

In the 1984 plan, it is contemplated to increase the total production capacity of sugar refining plants by 9,530 tons of processed sugar per day, which includes the startup of the 4th Bashkir Sugar Refining Plant with a capacity of 3,000 tons of beets per day.

The plan provides for the implementation of a number of measures for incorporation of new equipment and improvement of technology, mechanization of labor-intensive operations and automation of production processes.

Workers of the sugar industry must pay major attention in 1984 to raising labor productivity. This should be assisted by improved utilization of the industry's production capacities, the brigade form of labor organization, strengthening of labor and production discipline and a decisive struggle against laxity and unauthorized absences from work.

General Secretary of the CPSU Central Committee Comrade Yu.V. Andropov in the text of a speech at the December (1983) Plenum of the CPSU Central Committee pointed out: "In discussion of the draft plan, the Politburo of the CPSU Central Committee supported the proposal to set before party and trade-union organizations and labor collectives a concrete task--to obtain an above-plan rise in labor productivity, say, of 1 percent and to reduce production cost an additional 0.5 percent. This should be considered as an additional task of the party for the plan."

This proposal enjoys wide support among the collectives of sugar refining plants.

The plan for the fourth year of the 11th Five-Year Plan is aimed in greater degree than in former years at raising production efficiency. Its fulfillment calls for strenuous work in improving the operational and technical management of enterprises. It means able management in all sectors, economical and thrifty use of power, material and raw-material resources, wide-scale development of initiative and labor creativity within the collective.

"It is very important," as pointed out in the text of Comrade Yu.V. Andropov's speech, "to make a good start in the first days of the new year and to build oneself up for greater efforts in work without allowances for difficulties of which many lie ahead."

The collectives of many of the industry's enterprises have assumed responsible socialist commitments--to fulfill and overfulfill ahead of schedule plan targets of the current year for production of sugar and labor productivity.

There is no doubt that workers of the sugar industry will successfully carry out preparations for the 1984/85 production season and will repair on time and in a qualitative manner equipment of sugar refining plants and together with workers of agroindustrial associations achieve the fulfillment of state plans for sugar-beet purchases, production of sugar and adopted socialist commitments.

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DATE FILMED

13 AUGUST 1984